

Rep Order# 7892223 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 935170

Printed: 08/02/2012 3:24 PM
Last Received: 08/02/2012 3:12 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY
Advertiser () MARTIN, ED
Product MARTIN/AG/R
Estimate# 724807
Buyer MICHELE BROOKS
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //724807
Flight Dates 07/24/2012 - 08/07/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/2
REVISION
PLS SEE LN2 FOR 1X NA
PLS SEE LN25 FOR 1X MG
TTL REMAINS THE SAME
PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	M,W-F	6A-7A	NEWS	:30	\$300.00	07/30-08/03	2	1	2	\$600.00	
Rating: 3.8												
Sales Remark: V13 1X NA, MGED IN LINE 25												
V13 Comment Changed, Spots/week Changed												
	*25	M-TU	7A-9A	GMA	:30	\$300.00	08/06-08/07	1	1	1	\$300.00	
Sales Remark: V13 MG FOR SPOT MISSED IN LN2.												
V13 Added												

---REPORT TOTALS---

Report Totals: 3 / \$900.00

---SALES MONTHLY TOTALS---

Jul 12: 15 / \$7,980.00 Aug 12: 22 / \$15,000.00

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Sales Totals: 37 / \$22,980.00
Station Totals: 37 / \$22,980.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$63,833

CABL	0%	CBLA	0%	INTA	0%	KCTV	20%	KCWE	0%
KMBC	36%	KMCI	0%	KPXE	0%	KSHB	25%	KSMO	0%
UNKN	0%	WDAF	19%						

Books null
Demos RA35+